

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

WO

REPLY TO: 1620 Programs, Cooperative
(3100)

June 14, 1974

SUBJECT: 1975 CFFP Order Form



TO: Regional Foresters, Area Directors and State Foresters

CONSOLIDATED ORDERS DUE IN WASHINGTON, D. C., AUGUST 1, 1974

USE THIS FORM, with the enclosed campaign guide, to order all your 1975 cooperative forest fire prevention materials. Costs of paper and printing are up, and that's too bad. Prices quoted are our best estimate of break-even costs and include prepaid delivery charges to one location for each State Forester, NFS Region, S&P Area, Experiment Station, USDI agency and Canada.

PLEASE NOTE that the credit allowance for 1975 materials is limited to State Foresters and S&PF Areas (\$1,000 each).

STANDARD PACK requirements apply ONLY to consolidated orders from State Foresters, Regional Foresters, USDI agencies, etc. The individual District Ranger, District Forester, Forest Supervisor, etc. may order only what he needs according to his unit's instructions. Standard Pack will be the rule for consolidated orders.

CREDIT LINES for all Forest Service orders will be limited to agency identification. State Foresters, USDI agencies, and Canadian Forestry Association may have one credit for orders of 1,000 or more pocket planners (75-CFFP-26) and 5,000 or more litterbags (75-CFFP-24).

Procedures for the transfer of funds to the Washington Office will be the same as last year. You will be asked to transfer the full amount obligated upon request from the Washington Office early in the new fiscal year.

Please contact Mal Hardy (703) 235-8040 if you have questions relating to your 1975 order.

W. R. Tikkala

WILLARD R. TIKKALA, Director
Cooperative Forest Fire Control

cc: Experiment Station Directors
Bureau Chiefs, Department of the Interior
Executive Director, Canadian Forestry Association

ORDER FORM

1975 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____

Name, Title, Organization, Phone Number

SHIP ORDER TO: _____

(NOTE: Use Freight Address Only; No P. O. Boxes Please.)

CREDIT LINE (Items 24 and 26 only) _____

1975 Item No.	Description	Quantity	Price/M \$\$	Total \$\$
1a	Basic Poster, 13" x 18-1/2", paper, std. pack 500		60	
1b	" " , 13" x 18-1/2", cardboard, std. pack 250 ..		90	
2	School Poster, 7" x 10", paper, std. pack 500		30	
3a	Range Poster, 21-1/2" x 17", paper, std. pack 200.....		80	
3b	" " , 21-1/2" x 17", cardboard, std. pack 100 ..		110	
4	Special Poster, 20" x 30", heavy paper, std. pack 200 ..		100	
5	Teacher's Poster, 13" x 18-1/2", std. pack 100 (price is each) ..		75¢ea.	
6	Multi-purpose Sticker, vinyl, std. pack 100		200	
7	Stamps, blocks of 4, std pack 1,000		6	
8	Sticker, round, die cut, std. pack 500		18	
9	Bookmark, std. pack 500		7	

1975 Item No.	Description	Quantity	Price/M \$\$	Total \$\$
10	Desk Set, std. pack 12		50doz.	
11	Bookcover, std. pack 500		95	
12	Wall Calendar, std. pack 25 (price is each)		65¢ea.	
13	Balloon, std. pack 500		28	
14	Note Pad, 5" x 8" std. pack 250		100	
15a	"Make Campfires Safe" folder, std. pack 1,000		15	
15b	"Safe Debris Burning" folder, std. pack 1,000		15	
15c	"Fire Safety Outdoors" folder, std. pack 1,000		15	
16	Coloring sheet, std. pack 500		10	
17	Placemat, paper, std. pack 1,000		10	
18	Coaster, std. pack 500		6	
19	Teacher Kit, (folder & 3 items) std. pack 100		200	
20	"Story of the Forest", std. pack 500		40	
21	"True Story" Comic, std. pack 500		40	
22	"Smokey the Bear" Song Sheet, std. pack 1,000		8	
23	"Junior Forest Ranger Handbook", std. pack 400		65	
24	Litterbag, plastic, std. pack 1,000		25	
25	"You and Forest Fires", std. pack 1,000		50	
26	Pocket Planner, (datebook), std. pack 1,000		125	
27	Wallet Card, std. pack 1,000		4	
28	Name Tag, adhesive back, std. pack 1,000		6	
29a	Bumper Strip, "Prevent Forest Fires," std. pack 100 ...		225	
29b	" " , "Prevent Range Fires," std. pack 100		225	

1975 Item No.	Description	Quantity	Price/M \$\$	Total \$\$
29c	Bumper Strip, "Use Your Ash Tray", std. pack 100		225	
30	Lapel Tab, foldover metal, std. pack 1,000		10	
31a	"Please Be Careful - Protect Our Forests" Patch, std. pack 25		520	
31b	"Please Be Careful - Protect Our Forests" vinyl decal, std. pack 100 ...		110	
32	"Please Be Careful - Prevent Forest Fires" Patch, std. pack 25		350	
33a	"Prevent Forest Fires", Patch, std. pack 25		160	
33b	" " " , vinyl decal, std. pack 100 ..		50	
34	Pocket Protector, std. pack 500		70	
35	Ruler, std. pack 1,000		40	
36	Sign, reflective, 5'00" x 7'5" (price is each)		200	
37a	Sign, reflective, 44" x 16", "Prevent Forest Fires" (each)		25	
37b	Sign, reflective, 44" x 16", "Prevent Range Fires" (each)		25	
38a	Sign, fiberglass, 18" x 24", (price is each)		5	
38b	Sign, fiberglass, 7" x 9", (price is each)		1.50	
39a	Fire Danger Smokey Poster, left hand (each)		20	
39b	Fire Danger Smokey Poster, right hand (each)		20	
40	Fire Danger Adjectives, reflective (price per set of 5)		40	
41	Smokey Bear Citation		100	
42	Smokey Bear Appreciation Award (price is each)		3	

TOTAL VALUE OF ORDER _____

SUBTRACT DOLLAR CREDIT _____

NET CHARGE TO UNIT FUNDS _____

CHARGE APPROPRIATION _____

SMOKEY'S 1975 CAMPAIGN

ORDERS
DUE IN
WASHINGTON, D. C.
BY
AUGUST 1, 1974.



Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture
Forest Service

Try something new this time. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year two brand new items are presented to fill specialized needs:

75-CFFP-5

Smokey's going out on a limb with this expensive new teaching device. A conservation lesson is behind each window shade. If well received, this special poster will be available for several years as a standard campaign item.

13" X 18½"

What's a tree done for you lately?



PREVENT



FOREST FIRES

75-CFFP-6

This 7" x 9" vinyl sticker is offered in response to specific requests from the field. Use wherever a highly visible, self-sticking prevention message is needed. Black copy on yellow. (Design is similar to 75-CFFP-38a&b.)

THANKS FOR LISTENING.



75-CFFP-1 Basic Poster — 13" x 18-1/2". This basic theme will be carried throughout the entire campaign, including radio and TV. Order (1a) for indoors, (1b) for outdoors.



ANY FRIEND OF SMOKEY
IS A FRIEND OF MINE.

75-CFFP-2 School Poster — 7" x 10". Paper only.

Prevent Range Fires.

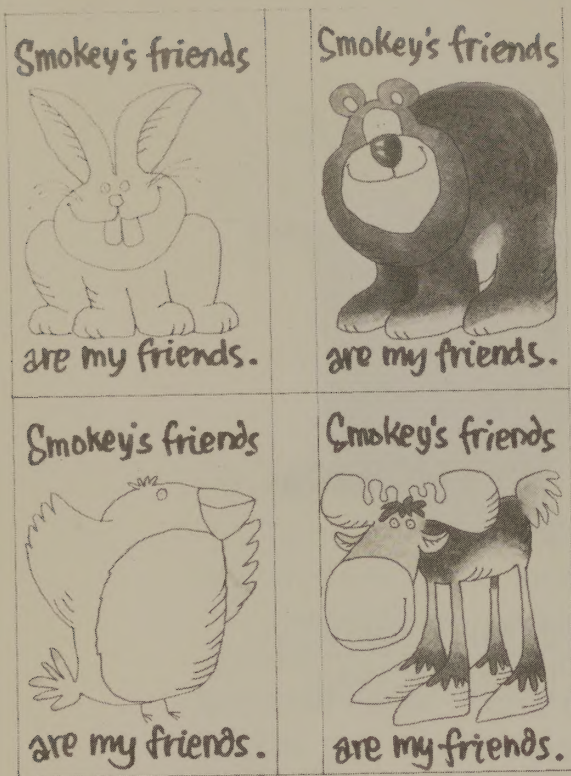


75-CFFP-3 Range Poster — 21-1/2" x 17". Another classic, showing the destructive force of fire in non-forested areas. Order (3a) for indoors, (3b) for outdoors.

Thanks to you, we still have a home.



75-CFFP-4 Special Poster — 20" x 30", on heavy paper only. A natural to follow the "Leaves" poster from last year. Designed for young adults.



75-CFFP-7 Stamps — Block of four, gummed and perforated.



75-CFFP-8 Sticker — A pressure-sensitive, adhesive-backed design. The same as offered in 1974.

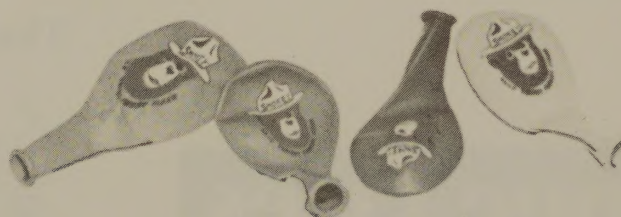


75-CFFP-9 Bookmark.

Perfect complement to the school poster.

75-CFFP-13 Balloon

Colorful handout for the youngsters. Smokey's face and a fire prevention message.



75-CFFP-10 Desk Set — Easily adapted for use as an award to local cooperators. 8" figure mounted on a wood base. With ball point pen.



75-CFFP-11 Bookcover — Colorful, water-resistant protection for books. Reissue of 74's popular design.



Smokey Says:
"ONLY YOU CAN PREVENT FOREST FIRES!"



75-CFFP-12 Calendar — 14" x 19-1/2" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.

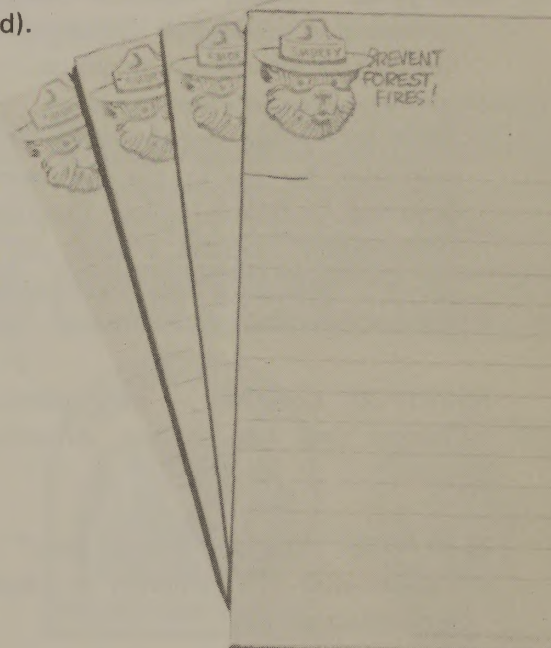


75-CFFP-16 Coloring Sheet.



75-CFFP-15 "How-To" folders. Helpful tips with illustrations. Order (15a) for "Make Campfires Safe", (15b) for "Safe Debris Burning" and (15c) for "Fire Safety Outdoors".

75-CFFP-14 Note Pad — Include a simple fire prevention reminder with your informal correspondence (5" x 8", 50 sheets/pad).



75-CFFP-17 Placemat — Use this attractive, paper placemat at community dinners, church socials, etc.

75-CFFP-18 Coaster — Absorbent two-color accessory to placemat.

75-CFFP-19 Teachers Kit — Folder, teaching unit, playlet, and song book. Add other items as desired. An effective way to bring Smokey's message into classrooms.

75-CFFP-20 "Smokey Bear's Story of the Forest" — 16 page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

75-CFFP-21 "True Story" Comic Book — The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

75-CFFP-22 "Smokey The Bear" Song Sheet — with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

75-CFFP-23 "Junior Forest Ranger Handbook" — a workbook for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.

75-CFFP-24 Litterbag — poly plastic, 9" x 12", printed one side, "Keep America Green and Clean".

75-CFFP-25 "You and Forest Fires" — A 16-page 2-color adult-level pamphlet on wildfires and how they affect people.

75-CFFP-26 Pocket Planner — 1975 date book, conservative, one-color design, pocket-size (3-1/2" x 5-1/2"), plastic coat cover, fire prevention messages on each page.

75-CFFP-27 Wallet Card — A handout item for field or public appearance contacts.

75-CFFP-28 Name Tag — 3-1/2" x 2-3/8", comes in packs of 100, pressure-sensitive adhesive on back.

75-CFFP-29a,b&c Bumper Strips, Reflectorized, fluorescent, 2-color. Smokey's head plus (29a) "Prevent Forest Fires"; (29b) "Prevent Range Fires"; (29c) "Use Your Ashtray".

75-CFFP-30 Lapel Tab — Colorful foldover metal tab.

75-CFFP-31a&b "Please be Careful—Protect Our Forests" — 3-3/4" x 4", (31a) embroidered patch and (31b) vinyl decal.

75-CFFP-32 "Please be Careful—Prevent Forest Fires" — 3" x 4", embroidered patch.

75-CFFP-33a&b "Prevent Forest Fires" — 2" diameter, (33a) embroidered patch and (33b) vinyl decal.

75-CFFP-34 Pocket Protector — heavy gauge plastic—protects pocket and pushes prevention.

75-CFFP-35 Ruler — 12", wooden, a low-cost handout item for schools, fairs, etc.

75-CFFP-36 Sign — 5'0" x 7'6", reflective 8-color, on aluminum.

75-CFFP-37a&b Sign — 44" x 16", reflective, 2-color, on aluminum, (37a) "Prevent Forest Fires" and (37b) "Prevent Range Fires."

75-CFFP-38a&b Sign — fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires." Order (38a) for 18" x 24" and (38b) for 7" x 9".

75-CFFP-39a&b Smokey Bear Poster — for Standard Fire Danger Sign, 5'8" tall. Full color. Order (39a) for shovel in left hand, (39b) for shovel in right hand. (For 2-way sign, order 1 of each.)

75-CFFP-40 Fire Danger Adjectives — for Standard Fire Danger Sign, 32" x 13", reflective, adhesive back, (set of 5). (For 2-way sign, order 2 sets).

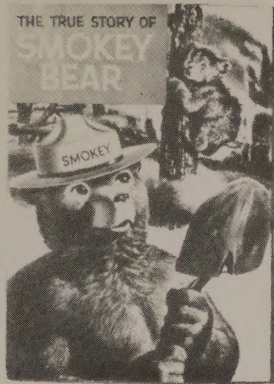
75-CFFP-41 Smokey Bear Citation — 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.

75-CFFP-42 Smokey Appreciation Award — 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years.

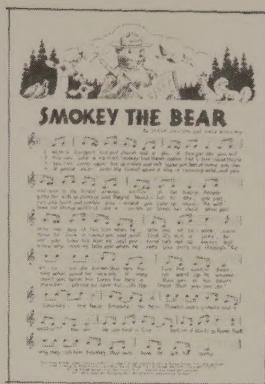


TEACHER'S
**Forest Fire Prevention
and Conservation Kit**
(FOR GRADES THROUGH 1-4)

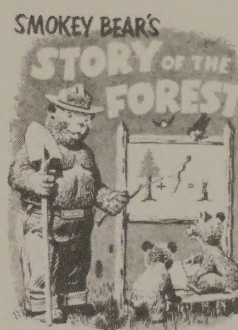
Forest Service, U.S. Department of Agriculture
and Your State Forestry Department



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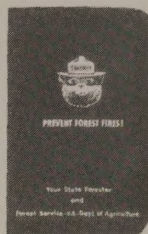
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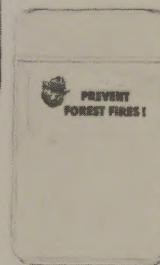
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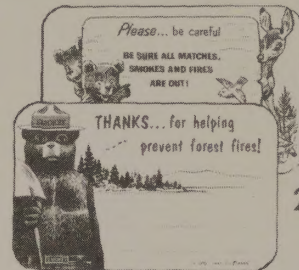
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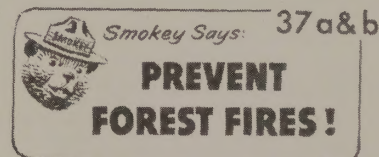
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36



27



37 a& b

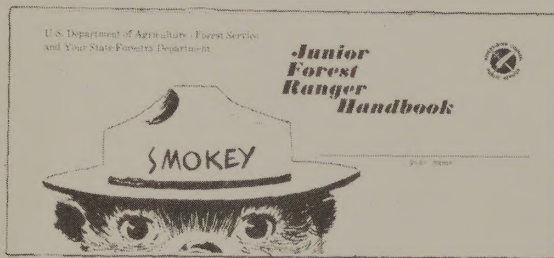


18



24

23



29a

29b

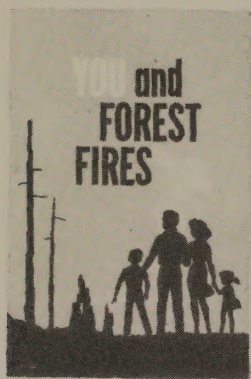


29c

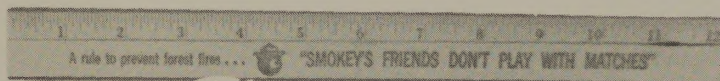
PREVENT FOREST FIRES!

PREVENT RANGE FIRES!

USE YOUR ASH TRAY!



25



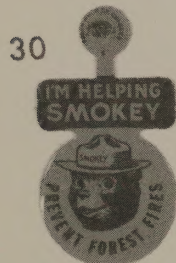
35



31a&b



32



30



41



42



33a&b



38a&b



39a&b

SMOKEY BEAR
POSTER

40
FIRE DANGER ADJECTIVES

(Construction plans of
fire danger sign
furnished with each
order of fire danger
adjectives)

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Dear Friend:

For nearly 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1975.

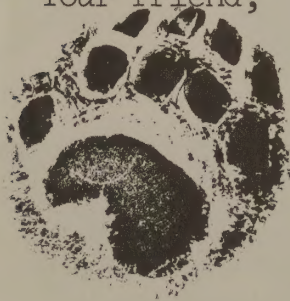
This guide describes the materials prepared for my 1975 campaign. Some of the items have been around for many years; others are new!

With the cost of printing rising at about 25% per year it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year, their donations were worth more than \$37 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. My campaign managers include all 50 State Foresters, Forest Service Regional Foresters and State & Private Forestry Area Directors, fire control people in Department of the Interior agencies, and a lot of people in Canada. These are the folks who can help you get materials and help you plan your part in forest fire prevention.

Your friend,



S M O K E Y